

**COUNTY OF SAN LUIS OBISPO BOARD OF SUPERVISORS
AGENDA ITEM TRANSMITTAL**

(1) DEPARTMENT Administrative Office	(2) MEETING DATE 10/16/2012	(3) CONTACT/PHONE Nikki J. Schmidt 805/781-5496	
(4) SUBJECT Request to approve an agreement, in the amount of \$365,854, with the San Luis Obispo County Visitors and Conference Bureau (VCB) to provide various tourism promotion activities, including the promotion of County's Parks, Golf Courses, and Airports, and to continue to carry out the Uniquely SLO Cluster of the Economic Strategy.			
(5) RECOMMENDED ACTION It is recommended that the Board approve the agreement with the San Luis Obispo County Visitors and Conference Bureau for grant funds in the amount of \$365,854 from Fund Center 106 - Contributions to Other Agencies.			
(6) FUNDING SOURCE(S) FC 106 - Contributions to Other Agencies	(7) CURRENT YEAR FINANCIAL IMPACT \$365,854.00	(8) ANNUAL FINANCIAL IMPACT \$0.00	(9) BUDGETED? Yes
(10) AGENDA PLACEMENT <input checked="" type="checkbox"/> Consent <input type="checkbox"/> Presentation <input type="checkbox"/> Hearing (Time Est. _____) <input type="checkbox"/> Board Business (Time Est. _____)			
(11) EXECUTED DOCUMENTS <input type="checkbox"/> Resolutions <input checked="" type="checkbox"/> Contracts <input type="checkbox"/> Ordinances <input type="checkbox"/> N/A			
(12) OUTLINE AGREEMENT REQUISITION NUMBER (OAR) N/A		(13) BUDGET ADJUSTMENT REQUIRED? BAR ID Number: N/A <input type="checkbox"/> 4/5th's Vote Required <input checked="" type="checkbox"/> N/A	
(14) LOCATION MAP N/A	(15) BUSINESS IMPACT STATEMENT? No	(16) AGENDA ITEM HISTORY <input checked="" type="checkbox"/> N/A Date _____	
(17) ADMINISTRATIVE OFFICE REVIEW 			
(18) SUPERVISOR DISTRICT(S) All Districts -			

County of San Luis Obispo



TO: Board of Supervisors

FROM: Nikki J. Schmidt, Administrative Analyst

DATE: 10/16/2012

SUBJECT: Request to approve an agreement, in the amount of \$365,854, with the San Luis Obispo County Visitors and Conference Bureau (VCB) to provide various tourism promotion activities, including the promotion of County's Parks, Golf Courses, and Airports, and to continue to carry out the Uniquely SLO Cluster of the Economic Strategy.

RECOMMENDATION

It is recommended that the Board approve the agreement with the San Luis Obispo County Visitors and Conference Bureau for grant funds in the amount of \$365,854 from Fund Center 106 - Contributions to Other Agencies.

DISCUSSION

During the 2012-13 Budget Hearings, your Board approved grant funding for a variety of organizations in Fund Center 106 – Contribution to Other Agencies. The San Luis Obispo County Visitors and Conference Bureau were approved for grant funding in the total amount of \$365,854. The majority of the funding, \$275,854 is designated for the tourism promotion activities carried out by the VCB on an annual basis.

A portion of the funds, \$40,000, are to be used for the specific promotion of the County's Parks, Airports and Golf Courses. There is not a specific scope of work for the promotion of these departments. Staff met with VCB staff to develop a promotional strategy which included activities such as participation at Savor the Central Coast and advertising in the VCB's 2013 Visitors Guide. A portion of these funds will be used by the VCB, on behalf of the Airport, to develop and submit a request for proposal to Sixel Consulting Group for potential hosting of their spring 2013 conference.

The remaining \$50,000 will be used by the VCB to continue work on the implementation of the Uniquely SLO Cluster according to the specific priority outcomes set out in the Economic Strategy.

OTHER AGENCY INVOLVEMENT/IMPACT

Various non-profit organizations are included in the list of grant recipients that were approved by the Board in June 2012. County Counsel has reviewed and signed the agreement. Staffs from the VCB and the County were involved in the

development of the promotional activities for Parks/Golf Courses and Airports. The Economic Strategy, of which the Uniquely SLO cluster is a part of, was developed through the work of various agencies which not only included staff from the VCB but the Board of Supervisors and the Economic Vitality Corporation among others.

FINANCIAL CONSIDERATIONS

During the budget process, your Board approved a total of \$1.8 million in grant funding for the Fund Center's various grant programs (district community projects, community based organizations, preventive health and other agencies grants). The agreement before the Board is for \$365,854.

RESULTS

This grant will enable the VCB to carry out its core function of promoting the County which will increase tourism and subsequently, increase revenue for the County. The scopes of work for the activities noted above are included in the Scope of Work attached with the exception of the marketing activities for Parks and Golf Courses. Staff from Parks met with VCB staff to develop a promotional strategy which included activities such as participation at Savor the Central Coast and advertising in the VCB's 2013 Visitors Guide. Results from these activities will not be known for 8-12 months.

In FY 11-12, Parks' participation in Savor's main event on Saturday and Sunday enabled Parks to add 500 new email addresses for their monthly e-mail newsletter as well as introducing their programs to the approximate 8,800 attendees (with 49.3% being from out of the County). Results from ad placement in the Visitor's Guide is hard to ascertain; however, the intent of these ads is to make more people aware of the Parks and Golf Course programs with the goal of increasing the use of these facilities which in turn produces increased revenue. In FY 11-12, 40,000 Visitor Guides were distributed, 4,000 and eGuides downloaded from the VCB's web site. Additionally, 6,000 were distributed through Savor, 2,500 to conference planners, tour operators, and group organizers. Guides totaling 25,000 were distributed through California Welcome Centers.

The VCB began the process of creating an overall brand for the County in FY 2011-12. It is anticipated that the brand will be rolled out early in 2013. Additionally, a new public relations campaign called the Famers Campaign was begun; the intent of this program was to focus attention on local farmers and the diversity of foods grown in the County. Media placements occurred throughout the year and at Savor the Central Coast where guests could meet local farmers.

ATTACHMENTS

1. FY 12-13 Grant Agreement
2. FY 12-13 Scope of Work
3. FY 11-12 Year End Report